bigstep

What Is Big Data?

The BIG in big data stands for *doing things big*, but also about *doing big things*.

Our brains are very good at spotting patterns, differences, and correlations but are not fast nor exact.

A computer is capable of storing far more exact data than we are.

New, state of the art technologies, collectively called "big data technologies" enable computers to spot patterns, differences and correlations faster than humans ever could.

THE VOLUME OF DATA DOUBLES EVERY 3 YEARS

DATA GENERATED IN 2017

DATA GENERATED IN PREVIOUS 5000 YEARS

Even the fastest computer is incapable of storing or processing all this data, which is why big data technologies use a highly choreographed network of such machines.

VOLUME
VELOCITY
VARIETY

When people speak about big data they typically refer not just to data volume but also to data velocity and data variety:

Volume describes how much data you have.

Velocity describes how fast new data comes in.

Variety refers to how different the data you have is: video, text, images and more.

Why Is Big Data Useful?

Everyone generates data: people, companies and nature itself. The more data you collect, the more informed your decisions are.

Spot Patterns

Use Big Data to reveal patterns, trends, and associations, especially related to human behavior and interactions, prevent diseases, combat crime, and so on.

Reveal Trends

Predictive Analytics

Big Data is mostly used for predictive analytics, user behavior analytics, and certain other advanced data analytics methods that extract value from data.

Behavior Analytics

Who Can Benefit from Big Data?

Medical Researchers

Business Analysts

Enviromental Researchers

Security Strategists

Climate Researchers

and many more...

Big Data in Numbers

Since all data is stored at the basic level as numbers, we will paint a picture of big data by showing you some numbers related to big data and companies using big data. This information was obtained using big data.

#1

The job that Glassdoor ranked #1 in America for 2017 is the job of data scientist.

200 billion

Intel forecasts 200 billion devices connected to the Internet by 2020.

23x more likely to find new customers

Companies using big data are 23 times more likely to find new customers.

75 million events analysed

Akamai, one of the largest cloud delivery platforms, analyzes 75 million events per day to better target advertisements.

300 petabytes

The volume of the Facebook stored data is 300 petabytes. The velocity of Facebook data is 600 terabytes per day. 300 petabytes is data stored in about 300,000 hard drives like yours.

1 mil. transactions

Walmart handles more than 1 million customer transactions every hour, which is imported into databases estimated to contain more than 2.5 petabytes of data.

300+ million users

350+ million products

eBay has 300+ million users browsing more than 350 million products listed on their website. That is why eBay has one of the largest Hadoop clusters in the industry that run prominently on MapReduce jobs. Hadoop is used by eBay for search optimization and research.

The Augmented Future

Increasingly, big data technologies are used not just by tech companies but also by retailers, insurers, logistics, transportation companies.

BIG DATA ADOPTION REACHED **53%** IN 2017

IDC says that worldwide revenues for big data and business analytics will grow from $130.1 billion in 2016 to more than $203 billion in 2020.

75% EXECUTIVES SAID WILL IMPLEMENT AI IN THE NEXT 3 YEARS

Out of 203 business executives surveyed by The Economist, 75% said that artificial intelligence (AI) will be actively implemented in their companies within the next three years.

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We can help you set up a big data practice in your organization. It is more accessible and more affordable than you think.

Are you ready for the enhanced future?

TALK TO AN EXPERT

US: +1 312 443 9882

UK: +44 (0) 207 510 9298

RO: +40 799 733 888

Email: sales@bigstep.com